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- (a) Opinion of proposal for Western Union (France, Netherlands, England).
- (b) Pessimism of Communists (France).
- (c) Fear of Communism (France).
- (d) Attlee's Popularity (England).
- (e) Dependence on US (Canada).
- (f) Nationalization of Industry (Australia).
- (g) Reaction to Coup in Czechoslovakia (Netherlands).
- (h) Orientation Toward East or West (Netherlands)
- (i) Desirability of Strengthening Armed Forces (Sweden).

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THE INTERNATIONAL ASSOCIATION
OF PUBLIC OPINION INSTITUTES



SURVEYS OF WORLD OPINION

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— — — — —
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WORLD OPINION

MAY, 1948

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I. INTERNATIONAL

SHAMEFUL VOTING RECORD OF U.S.A.

For a nation which boasts about its democracy, the United States has a shameful record of voting participation on election days when compared to ITALY ... and many other countries.

In Italy, 80 per cent of the eligible voting population went to the polls and voted in the April 18 election.

If that high a proportion had voted in the last U.S. presidential election, 70,000,000 ballots would have been cast.

INSTEAD ... only 48,000,000 votes were cast in the last U.S. presidential voting, comprising only 55 per cent of the eligible voters.

This compares very unfavorably even with KOREA, where the election May 10 brought a turnout of approximately 90 per cent of the eligible voters.

Here's how the U.S. voting rate compares with other countries:

- * ITALY -- General election, (April, 1948): Eligible voters, 33,500,000. Total vote cast, 26,163,000.
Per cent of eligible voters voting: 80%
- * FRANCE -- Constitutional Referendum (May, 1946):
Eligible voters: 25,000,000. Total vote, 20,085,000. Per cent of eligibles voting: 80%

Constituent Assembly (June, 1946): Eligible voters, 25,000,000. Total vote, 20,323,000.
Per cent of eligibles voting: 81%
- * ENGLAND -- General Election (July, 1945): Eligible voters, 33,000,000. Total vote, 24,982,000.
Per cent of eligibles voting: 76%
- * SOUTH KOREA -- Parliamentary election (May, 1948):
Eligible voters: 8,000,000. Estimated per cent of eligibles voting: 90%

INTERNATIONAL (Cont'd)

* CANADA -- General Election (June, 1945): Eligible voters, 6,952,000. Total vote, 5,155,000.
Per cent of eligibles voting: 74%

* UNITED STATES -- Presidential election (1944): Eligible voters, 88,100,000.* Total vote; 48,000,000. Per cent of eligibles voting: 55%

Congressional election (1946): Eligible voters, 91,600,000.* Total vote, 34,400,000.
Per cent of eligibles voting: 38%

(* Estimate by Census Bureau of total number of adult citizens)

COMMUNIST STRENGTH IN EUROPE

The Communist Front polled 31 per cent in the Italian election.* How much popular strength do Communists have in other European countries?

That question is important, with Russia putting the heat on Finland ... and with other Scandinavian countries becoming uneasy.

Gallup polls in various European countries have recently tested Communist voting strength. The following table gives the date of the survey and percentage of voters choosing the Communists:

France (Feb., 1948).	24.0%
Finland (Feb., 1948)	20.0
Sweden (Jan., 1948).	12.7
Holland (Nov., 1947)	8.0
Norway (Jan., 1948).	5.0

*Outcome of the Italian election was forecast many weeks in advance by DOXA, the Italian Institute of Public Opinion. When conservatives still feared a Communist victory, DOXA showed the Communist Front polling only 27 per cent, which proved to be within 4 per cent of the actual vote cast. The forecast of the Christian Democrat vote was correct within 3.7 per cent. DOXA polls are directed by Prof. P. Luzzatto-Fegiz.

INTERNATIONAL (Cont'd)A MEMO FROM SWEDEN

Stockholm, Feb. 26, 1948

MEMO to: George Gallup

FROM: Sven O. Blomquist, Director Svenska Gallup Institute
(Swedish Gallup Poll)

"Here is an amusing incident which will be made available for release soon. It provides a good answer to people who wonder how it is possible to poll opinion with a comparatively few ballots.

"In December, 1945 the government took a big census in Sweden. To each person who had been born in the month of July a detailed questionnaire was given, the return of which was compulsory. One of the questions was:

"Can you swim 50 meters?"

"In all, 519,403 questionnaires were returned.

"Two weeks after census date we included a question on our regular Gallup Poll: *'How did you answer the question on swimming 50 meters on the census questionnaire?'*

"All told, we had 180 persons born in July in our sample. Our figure was 'Yes - 49%', indicating the proportion of the population who could swim 50 meters.

"The other day government officials asked for our results. They were amazed. Total result of the 519,403 official ballots was 48%.

WESTERN UNION

Public opinion is generally favorable toward the idea of a union of Western European countries, first proposed by Britain's Bevin.

In FRANCE, (March):

"In general, is your opinion favorable or unfavorable toward a union of the countries of Western Europe (France, Great Britain, Belgium, Holland, Luxembourg, Italy and western Germany.)"

	<u>FEBRUARY</u>	<u>MARCH</u>
Favorable.	68%	74%
Unfavorable.	14	15

INTERNATIONAL (Cont'd)

In HOLLAND, (February):

61 per cent said they had heard of Bevin's proposal for a Western European union. .

They were asked: "*Should Holland take part in such an alliance?*"

The vote:

Yes.	39%
No	11
No opinion	<u>11</u>
	61%

In ENGLAND, in February, 58 per cent said they had heard or read about the Bevin proposal (the proportion would be higher today).

These 58 per cent were asked:

"How far do you think the Union should go?"

**"Should there be close economic association between the countries?"*

Yes.	46%
No	4
No opinion	<u>8</u>
	58%

** "Should there be a defense alliance?"*

Yes.	36%
No	12
No opinion	<u>10</u>
	58%

** "Should there be common citizenship?"*

Yes.	25%
No	20
No opinion	<u>13</u>
	58%

A vitally important aspect of the Western European union is whether the United States will give it GUARANTIES OF MILITARY AID.

INTERNATIONAL (Cont'd)

A poll conducted in the U.S. by the American Gallup Poll in April, 1948, showed the following:

"Do you think the United States and all the Western European countries participating in the Marshall Plan should join together in a permanent military alliance -- that is, agree to come to each other's defense immediately if any one of them is attacked?"

Yes	65%
No	21
No opinion	14

II. FRANCE

ONE HOUR WITH STALIN

If the French people could talk with any living celebrity for one hour, they would choose Stalin to talk to first, then de Gaulle, then Truman.

"If you could have a one-hour talk with any living celebrity, who would you choose?"

LIVING PERSONAGES

1. Stalin.	25%	13. Edouard Herriot. .	2%
2. De Gaulle	24	14. Joliot Curie . . .	2
3. Truman.	18	15. Cerdan	2.
4. Churchill	15	16. Benes.	1.5
5. Pope Pius	5	17. Henry Wallace. . .	1.5
6. Leon Blum	4	18. Franco	1.5
7. Bidault	3	19. King George (England)	1.5
8. Petain.	3	20. Princess Elizabeth	1.5
9. M. Thorez	3	21. Eisenhower	1
10. George Marshall (U.S.)	3	22. Mme. Roosevelt . .	1
11. Robert Schuman. . .	2	23. Tino Rossi	1
12. Vincent Auriol. . .	2	24. Rene Mayer	1
		25. Charlie Chaplin. .	1

Of all past figures in French history, Napoleon and Joan of Arc are the two who seem to be the most intriguing to the present generation of French men and women.

"If you could have a one-hour talk with any person in French history, who would you choose?"

HISTORICAL PERSONAGES

1. Napoleon.	30%	11. J. Jaures.	3%
2. Jeanne d'Arc. . . .	10	12. Victor Hugo. . . .	3
3. Henry IV.	9	13. Charlemagne. . . .	2
4. Louis XIV	8	14. Saint Louis. . . .	1
5. Clemenceau.	7	15. Louis XVI.	1
6. Foch.	5	16. Gambetta	1
7. Pasteur	4	17. Aristide Briand. .	1
8. Poincare.	4	18. Talleyrand	1
9. Robespierre	4	19. Marie Antoinette .	1
10. Richelieu	3	20. Vercingetorix. . .	1

FRANCE (Cont'd)FEWER FRENCHMEN LOOK FOR WAR

France is more optimistic now than in 1945 or 1946 about the possibility of avoiding another world war.

"Do you think there will be another world war in the next few years?"

	<u>DEC.</u> <u>1945</u>	<u>DEC.</u> <u>1946</u>	<u>JULY</u> <u>1947</u>	<u>MARCH</u> <u>1948</u>
Yes.	50%	42%	35%	39%
No	27	28	35	31
No opinion	23	30	30	30

BITTER MEMORIES

France does not forget easily. Six out of 10 Frenchmen are unwilling to "forgive and forget" the actions of collaborationists during the German occupation.

Nor do they feel that collaborationists were treated too harshly. Almost half the French people think condemned collaborators got off too easily.

"Some people say that we must forgive and forget what was done in France during the German occupation. Are you of this opinion?"

Yes. 24% No. 63% No opinion. 13%

"Do you think those persons condemned as collaborationists were judged, on the whole, too severely, not severely enough, or about right?"

Too severely. 16% Not severely enough. . . 47%
About right 18% No opinion 19%

"Some people say that ex-Marshall Petain should be given his liberty. Are you of this opinion, or do you think he should remain on the Isle of Yeu?"

Given his liberty 37% Remain at Yeu 47%
No opinion. 16%

FRANCE (Cont'd)COMMUNISTS ARE UNHAPPY PEOPLE

Communists in France are chronic grippers and unhappy people, pessimistic about the future (maybe that's why they're communists).

At least that is shown in several French polls.

For example, a poll in March found that the French communists are the most convinced that things are going to get "worse" in France in 1948.

Note the following table of relative pessimism among French political parties:

"Do you believe that the coming year will be better or worse than the past year?"

THINK 1948 WILL BE:

	<u>BETTER</u>	<u>WORSE</u>	<u>SAME</u>	<u>NO OPINION</u>
<i>Those who would vote today for the:</i>				
Communist Party.	19%	48%	20%	13%
Union of Left.	36	31	24	9
R.F.P. (de Gaulle)	36	34	23	7
Socialist Party.	42	24	27	7
M.R.P.	46	18	26	10
National	33	31	25	11

In 1946, the French Institute of Public Opinion conducted a poll on happiness. This found that the most unhappy group in France today are the Communists.

The poll asked each person to describe just what he himself meant by "happiness", and then put the question: *"Do you think that you are very happy, fairly happy or not at all happy?"*

The vote by parties follows:

	<u>VERY HAPPY</u>	<u>FAIRLY HAPPY</u>	<u>NOT HAPPY</u>	<u>NO OPINION</u>
Communists.	4%	37%	56%	3%
Socialists.	6	43	46	5
Union of Left	2	53	34	11
M.R.P..	11	56	27	6
P.R.L..	10	49	35	6
National.	8	44	40	8

III. ENGLAND

SECOND LOOK AT NATIONALIZATION

The weight of opinion in England is that nationalization of the coal mines has worked out successfully ... But opinion is pretty closely divided on whether nationalization of transport will work well, or whether iron and steel should be taken over by the government.

A January, 1948, survey found this:

"Do you think that nationalization of the coal mines has been a success or a failure?"

Success. . . .49%	Failure. . . .20%	No effect. . .14%
No opinion . . .17%		

"Do you think that nationalization of transport will be a success or a failure?"

Success. . . .33%	Failure. . . .29%	No effect. . . .7%
No opinion . . .31%		

"Do you think that the iron and steel industry should or should not be nationalized?"

Should31%	Should not .36%	No opinion . .33%
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BRITISH SWEEPSTAKES TOO?

"Would you approve or disapprove if the government organized state lotteries as a means of raising revenue?"

Approve. . . .60%	Disapprove. .23%	No opinion. .17%
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FRANCE (Cont'd)RED FEAR

One obstacle which the Communists face in swaying French minds is that communism is considered a greater political danger than any other political movement.

"In your opinion, which is the greatest political danger to France at the present time -- the Communists, Gaullists (de Gaulle), or the 'Third Force'?"

(The "third force" formed at a mass meeting in January, 1948, consists of France's leading middle parties -- Socialists and M.R.P.)

Communists.	56%
Gaullists	19
Both.	2
Third Force	3
No opinion.	20

The Institut Francais d'Opinion Publique is directed by Jean Stoetzel, Alfred Max, Henri Paoletti and Noel Pouderoux. Its polls are released for publication in France through the news agency Opera Mundi.

ENGLAND (Cont'd)ATTLEE'S POPULARITY DOWN

The popularity of Prime Minister Attlee continues a downward swing since 1947.

"On the whole, do you approve or disapprove of Mr. Attlee as Prime Minister?"

	<u>AUG.</u> <u>1945</u>	<u>JULY</u> <u>1947</u>	<u>JAN</u> <u>1948</u>	<u>MAR.</u> <u>1948</u>
Approve.	66%	51%	44%	39%
Disapprove	19	36	46	48
No opinion	15	13	10	13

BIRTH CONTROL AND DIVORCE

In England recently a man sued his wife for divorce on the grounds that she persisted in using birth control and refused to have children.

Although authorities refused to grant divorce on those grounds, a poll of the English people shows that sentiment was not predominantly in sympathy with the decision.

"If one party to a marriage refuses to have children, do you agree or disagree that the other has the right to a divorce?"

Agree.	44%
Disagree	36
No opinion	20

PAGING G.B.S.

Britishers were asked:

"What age do you want to reach before you die?"

Below 70.	9%
70 - 84	46
85 - 100.	19
Miscellaneous	12
Undecided	14

ENGLAND (Cont'd)

CAUSES OF FAMILY QUARRELS

Surveys among families in England and in the United States were conducted to find out what families, especially husbands and wives, argue about most.

Chief causes of family spats are:

ENGLAND -- 1) Money, 2) Politics, 3) Children, 4) Food, 5) Personal habits, 6) Punctuality.

U.S.A. -- 1) Money, 2) Personal habits, 3) Upbringing of children, 4) Punctuality, 5) Where to go and what to do, 6) Politics, 7) Religion.

The British Institute of Public Opinion is directed by Dr. Henry Durant. Its surveys are published regularly in the London News Chronicle.

CANADA (Cont'd)WONDERS OF THE MODERN WORLD

Canadians seem greatly impressed with modern scientific developments. When asked to name the three greatest wonders of the world today, only 5 per cent named some natural wonder. The rest picked something to do with science.

"As you know, at one time people spoke of 'the seven wonders of the world.' What would you consider the three greatest wonders of the world today?"

Atomic energy.	49%
Electrical developments (radar, television, telephone, electronics, F.M., etc.).	38
Aviation developments (jet propulsion, supersonic speed, remote control, etc.).	25
Medical developments (penicillin, plasma, sulpha drugs, etc.).	13
Applied science (plastics, nylon, glass, chemistry, etc.).	5
Engineering (Quebec bridge, New York skyscrapers, Alaska Highway, Grand Coulee Dam, etc.).	5
Natural wonders (Niagara Falls, Rocky Mountains, Grand Canyon, etc.).	5

Only one per cent of the sample mentioned advances in the field of education.

Polls of the Canadian Institute of Public Opinion, directed by Wilfrid Sanders and A.C. O'Grady, are sponsored by 25 leading daily newspapers of Canada. Three releases a week are issued by the Institute.

IV. CANADASATELLITE?

"Do you think Canada is becoming more dependent on the United States, or less dependent, than it was, say, ten years ago?"

More dependent.42%
Less.27
No change11
No opinion.20

When the 42 per cent was asked whether this dependency is a good thing or not, opinion divided as follows:

Good thing.18%
Bad18
Undecided.	<u>.6</u>
	42%

HEFTY CANADIANS

Canadian men, on the average, weigh a little more than English or American men.

On the other hand, American women are a trifle more hefty, on the average, than English or Canadian females.

That's revealed in surveys in the three countries which show the following:

	<u>CANADA</u>	<u>BRITAIN</u>	<u>UNITED STATES</u>
<u>MEN</u>			
Average			
Height.5 ft. 9 in.	5 ft. 8 in.	5 ft. 9 in.
Weight.	162 lbs.	154 lbs.	158 lbs.
<u>WOMEN</u>			
Height.5 ft. 4 in.	5 ft. 4 in.	5 ft. 4 in.
Weight.	130 lbs.	130½ lbs.	132 lbs.

V. AUSTRALIAANTI-NATIONALIZATION

Australians may have nostalgic feelings about "the old country" (England), but they certainly do not want to copy England's policy toward industry.

"Do you think any of these industries should be entirely owned and operated by the government?"

	<u>NO</u>	<u>YES</u>	<u>NO OPINION</u>
Coal mines.	59%	31%	10%
Steel works	64	25	11
Fire insurance.	65	24	11
Life insurance.	65	24	11
Long distance freight transportation . . .	69	21	10
Long distance passenger transportation . . .	66	23	11

SECRET BALLOT BEFORE STRIKES

As in the U.S. last year, Australia is having agitation for labor union reforms. One change suggested is secret balloting of workers before a strike can be called:

"Would you favor or oppose a law to make unions take secret ballots before striking?"

Favor secret ballots.	78%
Oppose them	13
No opinion.	9

AUSTRALIA (Cont'd)

SWIMMING

Although Australia is famous for its beaches and swimming resorts, a survey finds that:

4 out of every 10 adult Australians cannot swim.
Among Australian women, half cannot swim.

The Australian Gallup Poll is directed by Roy Morgan and is sponsored by the Melbourne Herald and five other Australian dailies.

VI. HOLLAND

HOLLAND VIEWS WITH ALARM

The Czechoslovakian coup, repercussions of which were felt around the globe, had its share of attention and reaction in Holland. Ninety-three per cent, or nine out of ten voters, had heard or read of the Communists' rise to power.

When the 93 per cent were asked "What is your opinion about what happened in Czechoslovakia?" their answers were:

Very serious, awful.23%
Communism, terror, no freedom, dictatorship.21
Warning to other countries, another war at hand.12
Russian imperialism, just like Hitler, Germans	8
It is right, workers should take control	4
Fault of American and Western powers	2
Miscellaneous.15
No opinion8
	93%

THE ADMIRABLE CHURCHILL

"Which of all men and women now living (excluding members of the Dutch royal family) do you admire most?"

The top three most admired are not Dutch, but an Englishman and two Americans. Fifth most admired is a Russian -- Stalin.

Following are the names listed in order of frequency of mention:

- 1) Churchill, 2) George Marshall, 3) Eisenhower
- 4) Drees (Dutch Labor Party Minister), 5) Stalin,
- 6) Truman, 7) Pater de Greeve (Catholic radio priest), 8) Beel (Prime Minister at time of survey), 9) Professor Schermerhorn (former Prime Minister).

HOLLAND (Cont'd)FRIENDLY FEELINGS

"How do you feel at present toward the following people, friendly or unfriendly?"

	<u>FRIENDLY</u>	<u>UNFRIENDLY</u>	<u>UNDECIDED</u>
German people. . .	27%	50%	23%
Russian people . .	27	48	25
American people. .	76	8	16
English people . .	72	10	18

NEEDED: CLOTHES

Shortage of textiles is considered the most serious and pressing by the Dutch people. They feel that they can get along with limited food, or shoes or fuel, but they seem desperately earnest about getting more cloth and textile material generally.

Note the following poll results:

"Our country is seriously short of foreign currency to buy things in foreign countries. Taking this into account and remembering we must export as much as possible to get foreign money, are there goods of which more should be made available for everybody in this country in your opinion? Which goods?"

Textiles.	63%
Butter, fats, oils.	23
Milk.	16
Meat, cheese, eggs.	15
Pottery	15
Bread, cereals.	6
Furniture	6
Shoes	5
Bicycles and tires.	5
Cigarettes, tobacco	3
Fuel.	2
Miscellaneous	13
No opinion.	17
	<u>189*</u>

* Many voters named more than one item.

HOLLAND (Cont'd)TOO SOFT ON COLLABORATORS

In Holland, as in France, there is widespread feeling that people who collaborated with the Germans during the war were not punished harshly enough.

"In your opinion were the people who collaborated with the Germans in Holland punished too severely, or not severely enough?"

Not severely enough.	55%
About right.	29
Too severely	10
No opinion	6

The Netherlands Institute of Public Opinion is directed by Dr. Jan Stapel and Dr. W. de Jonge. For an interesting report of an experiment correlating opinions with physical and psychological characteristics of voters, see the article, "The Convivial Respondent", by Dr. Stapel in PUBLIC OPINION QUARTERLY, Winter 1947-1948.

VII. DENMARK

EAST, WEST OR NEUTRAL?

The Czechoslovakian coup awakened fresh fears in Denmark over the possibility of maintaining Danish neutrality.

A poll in March put the issue to the Danish people this way:

"Which foreign policy do you think Denmark should follow during the present state of affairs between East and West. Do you think Denmark ought not to take sides, or should the country actively join one of the sides?"

Take sides.	46%
Stay neutral.	32
Undecided	22

The 46% who said "take sides" were asked: "Which side?"

The vote:

95% want to join the Western powers
3% want to join Russia and the East
2% no opinion

Shortly afterwards, Danes were polled on the specific issue of a union of western European nations. Their vote:

49% for
15% against
36% no opinion

*The Danish Institute of Public Opinion is directed by
C. Ditlev Reventlow.*

VIII. NORWAYGOVERNMENT OR PRIVATE INDUSTRY?

Norwegian voters were asked in March, 1948: *

"Providing the pay and working hours were the same, would you prefer to work for the public services -- civil or municipal -- or for a private firm?"

Private firm. 40% Public service. . . . 39%
No difference. 21%

Another survey, made in February, 1948, asked:

"Do you think that the government should interfere more, or less, in trade and commerce than it does at present?"

Should interfere less. . 54% Should interfere more. . 25%
Think present situation suitable. . .21%

WHEN LITTLE LIFE IS LEFT

"If your doctor knew that you had only a few more months to live, would you prefer to be told or not?"

Would prefer to be told. . 64% Prefer not to know. . 24%
Prefer to be told if in great pain. . 2%
Don't know. . 10%

Also asked:

"If a person is suffering from an incurable, painful illness, do you think that the doctor should be allowed to end that person's life in a painless manner, provided the patient himself wants it?"

Yes. . . 53% No. . . 47%

IX. SWEDEN

A CHAT WITH THE PRIME MINISTER

"If you had a chance to sit down with the Prime Minister this week what would you want to discuss with him?" (March, 1948)

First on Swedish voters' list was the reduction of public expenditures, supply of goods, money value and rationing.

Next came social problems followed by general problems.

Taxes, salaries, wages and working conditions were among other topics listed while foreign policy came last of all.

SWEDEN'S DEFENSE

In the wake of Czechoslovakia, the Swedish people were polled (in April) on whether Sweden should do anything about strengthening her armed forces.

A total of 52 per cent said the forces should be strengthened, while 25 per cent were opposed to any increase and 23 per cent had no opinion.

Of those in favor of building up the armed forces, the largest number favored strengthening the air force.

RADIO BAN ON COMMUNISTS?

The people of Sweden distrust the Communists, but at the same time are opposed to banning Communists from political discussions over the Swedish radio.

SWEDEN (Cont'd)

An April survey found:

"Do you consider communism in Sweden democratic or undemocratic?"

	<u>DEMOCRATIC</u>	<u>UNDEMOCRATIC</u>	<u>NO OPINION</u>
Total.	10%	61%	29%
Conservative	1	83	16
Liberal.	5	78	17
Agrarian	7	69	24
Social democratic.	9	65	26
Communist.	75	9	16
Non-voters	11	45	44

"If Sweden should come into conflict with Russia, do you then believe the Swedish communists would be for Sweden or Russia?"

	<u>TOTAL</u>	<u>COMMUNISTS</u>
For Sweden.	17%	57%
For Russia.	55	16
No opinion.	28	27

"Do you think that the Communists should be allowed to take part in the political discussions over the Swedish radio?"

Should be allowed to take part.60%
Yes, with reservations.	5
Should not be allowed to take part.23
Don't know.12

The Norwegian Institute of Public Opinion is directed by Bjorn Balstad; the Swedish Institute by Sven O. Blomquist.

X. FINLANDMOVE AWAY?

About one-third of the people of Finland would like to get out and settle in another country. The two favorite countries are the U.S. and Sweden.

"Would you settle permanently in another country if you had the possibility?" (April)

Would settle. . .30% Would not. . .64% No opinion. . .6%

If "would settle": *"Where would you like to go?"*

U.S.A.	58%
Sweden.	26
Australia	4
Russia.	3
Canada.	3
Other countries	6

The same type of survey was conducted in March in seven other nations. The largest percentage of people who would like to move away was found in England and in Holland.

<u>Poll in:</u>	<u>MOVE</u>	<u>STAY</u>	<u>NO OPINION</u>
England.	42%	53%	5%
Holland.	33	56	11
Italy.	29	64	7
Norway	28	66	6
France	25	72	3
Sweden	13	85	2
U.S.A.	4	94	2

Polls in Finland by the Suomen Gallup organization of Helsinki are directed by A. Raula, research and advertising expert, who is the author of a Finnish textbook on advertising methods.
